

BLOCKBUSTER'S FINAL INVALIDITY CONTENTIONS**APRIL 11, 2007****U.S. PATENT NO. 7,024,381 B1****EXHIBIT C****IDENTIFICATION OF PRIOR ART****Prior Art Public Use, Public Knowledge, Sales and Offers for Sale¹**

	Public Use	Person/Entity	Date of Use	Short Name
1.	Subscription-based video rental service with monthly fees that allowed a member to rent as many video cassettes as the member wanted (1 at a time) at no extra cost and keep them for as long as the member wanted without incurring late fees.	Multi-Video, Will Espin Charlotte, North Carolina	No later than July 1982	<i>Multi-Video services</i> ²
2.	Video rental service with membership programs that allowed a member to rent 1 or 2 video tapes at a time at no extra cost and keep them for as long as the member wanted, and, upon returning the tapes, the member could receive another 1 or 2 tapes in exchange.	Pop*Card, Linda Verin Oklahoma City, OK	No later than January 1985	<i>Pop*Card services</i> ³

¹ Hereafter collectively "Public Use" or "Use."

² "*Multi-Video Article*" and "*Multi-Video services*" are hereinafter referred to collectively as "*Multi-Video*."

³ "*Pop*Card publications*" and "*Pop*Card services*" are hereinafter referred to collectively as "*Pop*Card*."

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3.	Subscription-based video rental service with monthly fees that allowed a member to rent as many video cassettes as the member wanted (1 at a time) at no additional charge.	Video Hit Parade Red Bank, NJ	No later than October 1985	<i>Video Hit services</i> ⁴
4.	Subscription-based video rental service with monthly fees that allowed a member to rent 3 to 7 videos at a time at no extra charge and keep them as long as the member wanted without incurring late fees.	Cine Club Video, Jacques-Henri Djian, Guy Desombre Manhattan, New York	No later than October 1985	<i>Cine Club services</i> ⁵
5.	Subscription-based audio and video tape rental service that allowed a member to rent 2 tapes at a time at no extra charge and keep them as long as the member wanted without incurring late fees.	AudioQueue, Duane Ramm, Mark Ramm Covesville, Virginia	No later than 1989	<i>AudioQueue services</i> ⁶
6.	Subscription-based financial training courses on computer readable disks, CR-ROMs and video tapes	Bankers Training & Consulting Co., Dean Pichee, Jean Dunaway	In the 1980s	<i>BTCC</i>
7.	Subscription-based audio book rental service with quarterly fees that allowed a member to rent 1 to 2 tapes at a time and keep them as long as the member wanted with no late fees.	Talking Book World, Richard Simtob Southfield, Michigan	No later than 1994	<i>Talking Book World services</i> ⁷
8.	Computer software for video rental services that had reservation features	Multipost Retail Systems, Harry Magerman	No later than 1995	<i>Video Vendor services</i> ⁸

⁴ “*Video Hit Article*” and “*Video Hit services*” are hereinafter referred to collectively as “*Video Hit*.”

⁵ “*Cine Club publication*” and “*Cine Club services*” are hereinafter referred to collectively as “*Cine Club*.”

⁶ “*AudioQueue publication*” and “*AudioQueue services*” are hereinafter referred to collectively as “*AudioQueue*.”

⁷ “*Talking Book World Article*” and “*Talking Book World services*” are hereinafter referred to collectively as “*TBW*.”

⁸ “*Video Vendor User Manual*” and “*Video Vendor services*” are hereinafter referred to collectively as “*Video Vendor*.”

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9.	Online vehicle rental service with features allowing users to select vehicles and make reservations online	Avis Rent A Car	No later than May 1996	<i>Avis services</i> ⁹
10.	Video rental store that offered subscription plan (3 out at a time with flat monthly fee)	Campus Video, Charles Annable Oberlin, Ohio	No later than 1996	<i>Campus Video services</i> ¹⁰
11.	Book rental services that features an ordered list for customers to indicate the order of receiving their desired books	Books on Tape, Duvall Hecht, Ron Pravell	No late than February 1997	<i>Books on Tape services</i> ¹¹
12.	Business training library service that allows members to subscribe to pay a period fee and obtain up to 5 programs at a time and keep them as long as they want and return them for exchange of new programs	Business Training Library St. Louis, Missouri	No later than April 1998	<i>Business Training Library services</i> ¹²
13.	Bankers training program service that allows subscribers to obtain a limited number of programs at a time and keep them as long as they want and return them for exchange of new programs	BVS Performance Systems Cedar Rapids, Iowa	No later than April 1998	<i>BVS services</i> ¹³
14.	TV broadcast program storage, distribution and retrieval functions	TiVo	No later than March 1999	<i>TiVo services</i> ¹⁴
15.	Online DVD rental services provided by Netflix	Netflix Inc.	No later than April 27, 1999	<i>Netflix service</i> ¹⁵

⁹ “Avis publication” and “Avis services” are hereinafter referred to collectively as “Avis.”

¹⁰ “Campus Video Article” and “Campus Video services” are hereinafter referred to collectively as “Campus Video.”

¹¹ “Books On Tape publications” and “Books on Tape services” are hereinafter referred to collectively as “BOT.”

¹² “Business Training Library Web Pages” and “Business Training Library services” are hereinafter referred to collectively as “BTL.”

¹³ “BVS Publications” and “BVS services” are hereinafter referred to collectively as “BVS.”

¹⁴ “TiVo publications” and “TiVo services” are hereinafter referred to collectively as “TiVo.”

¹⁵ “Netflix publications” and “Netflix services” are hereinafter referred to collectively as “Netflix.”